

## Mainstreet Research Survey - PEI



## **About Mainstreet**

Founded in 2010, Mainstreet Research is recognized as one of Canada's top public opinion and market research firms. Since our founding, we have been providing actionable and data-driven insights to our clients to help them make their most important evidence-based strategic decisions.

Mainstreet has an impressive track record in accurately forecasting election results in Canada and the United States and has become a trusted source for comprehensive market research, analysis and advice. Our insights are found in major media outlets across the country.

Our diverse team has decades of experience in conducting both quantitative and qualitative research, ranging from broad national surveys, to focus groups, to membership surveys, and all points in between.

Mainstreet Research is a proud corporate member of CRIC and exceeds all Canadian and international standards for market research and public opinion research.

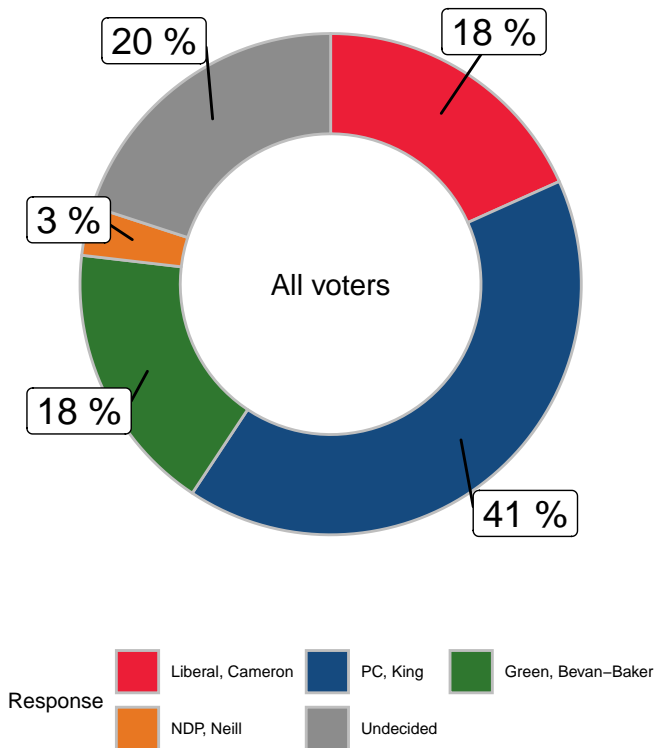
## **Methodology**

The analysis in this report is based on results of a survey conducted from Monday, March 27th to Tuesday, March 28th, 2023, among a sample of 962 adults, 18 years of age or older, living in PEI. The survey was conducted using automated telephone interviews (Smart IVR). Respondents were interviewed on landlines and cellular phones. The survey is intended to represent the voting population in PEI.

The margin of error for the poll is +/- 3.2% at the 95% confidence level. Margins of error are higher in each subsample. Totals may not add up 100% due to rounding.

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## If a provincial election were held today, how would you vote? (All voters)



## broken out by age, gender, and region

	Total	Gender			Age			Region			
		Male	Female	Other/Prefer Not to say	18-49	50-64	65+	Queens County	Charlottetown	Prince County	Kings County
Liberal, Cameron	18.3%	17.7%	19.1%	7.1%	18.1%	16.9%	19.9%	16.4%	22.8%	16.6%	18.3%
PC, King	41%	41.1%	41.4%	21.2%	35.9%	47%	42.1%	44.2%	34%	42.9%	42.3%
Green, Bevan-Baker	17.5%	21.6%	13.6%	24.3%	19.3%	17.7%	14.7%	17.2%	16.4%	19.5%	15.9%
NDP, Neill	3.2%	3.5%	2.8%	3.2%	3.8%	1.9%	3.7%	1.7%	2.5%	5.3%	3.6%
Undecided	20%	16.1%	23.2%	44.1%	22.8%	16.4%	19.5%	20.6%	24.4%	15.7%	19.9%
Unweighted Frequency	962	414	522	26	143	218	601	338	227	269	128
Weighted Frequency	962	462	490	9	399	287	276	315	240	289	118

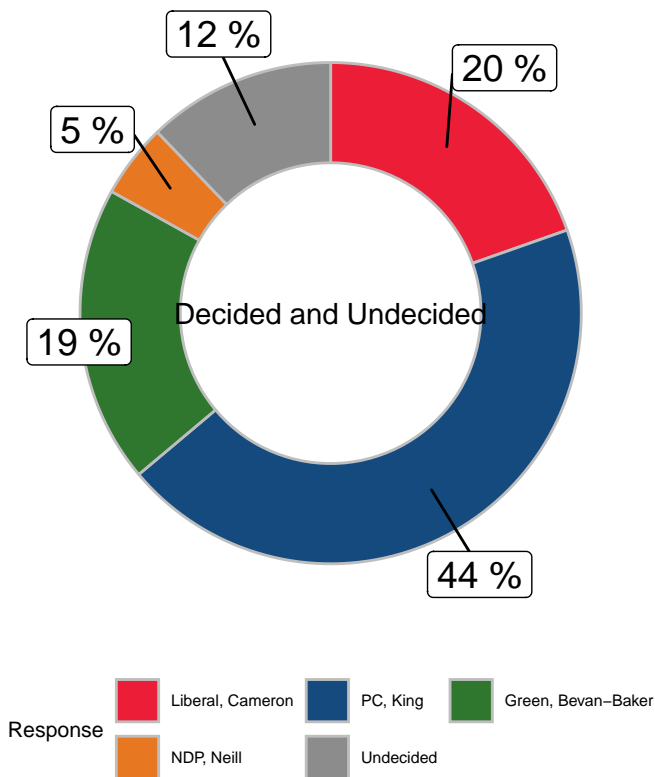
## broken out by education and income

	Total	Education		
		Highschool or Less	College	University
Liberal, Cameron	18.3%	19.3%	15.3%	20.5%
PC, King	41%	45%	45.5%	29.5%
Green, Bevan-Baker	17.5%	11.7%	15.7%	28.6%
NDP, Neill	3.2%	2.4%	3.5%	4.1%
Undecided	20%	21.7%	20.1%	17.3%
Unweighted Frequency	962	269	324	369
Weighted Frequency	962	385	320	257

## broken out by vote method

	Total	Vote Type			
		Early in person vote	Mail in vote	Election day	Will not vote
Liberal, Cameron	18.3%	18.5%	27.1%	16.8%	0%
PC, King	41%	48.1%	36.2%	33.4%	100%
Green, Bevan-Baker	17.5%	15.5%	15.5%	20.1%	0%
NDP, Neill	3.2%	3.7%	1.1%	2.9%	0%
Undecided	20%	14.1%	20.2%	26.7%	0%
Unweighted Frequency	962	524	45	392	1
Weighted Frequency	962	485	58	419	0

## If a provincial election were held today, how would you vote? (Decided and Undecided voters)



## broken out by age, gender, and region

	Total	Gender			Age			Region			
		Male	Female	Other/Prefer Not to say	18-49	50-64	65+	Queens County	Charlottetown	Prince County	Kings County
Liberal, Cameron	19.6%	18%	21.3%	10.4%	19%	17.3%	23%	18.3%	24.9%	16.9%	19.1%
PC, King	44.3%	44.1%	44.7%	24.5%	39%	51.1%	44.6%	46.9%	38.2%	46.4%	44.2%
Green, Bevan-Baker	19.2%	22.7%	15.7%	30.8%	21.4%	18.6%	16.6%	20.7%	17.3%	19.7%	17.8%
NDP, Neill	4.8%	4.5%	5.1%	3.2%	6.1%	3.4%	4.4%	1.7%	5%	7.7%	5.5%
Undecided	12.2%	10.7%	13.2%	31.2%	14.5%	9.5%	11.5%	12.4%	14.7%	9.3%	13.4%
Unweighted Frequency	962	414	522	26	143	218	601	338	227	269	128
Weighted Frequency	962	462	490	9	399	287	276	315	240	289	118

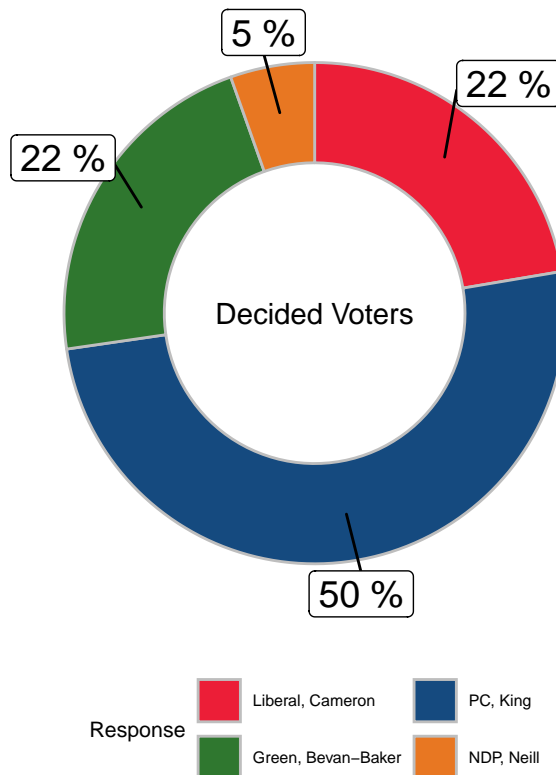
## broken out by education and income

	Total	Education		
		Highschool or Less	College	University
Liberal, Cameron	19.6%	20.6%	17.1%	21.3%
PC, King	44.3%	47.5%	48.5%	34.1%
Green, Bevan-Baker	19.2%	13.9%	17.2%	29.6%
NDP, Neill	4.8%	4.5%	5.3%	4.6%
Undecided	12.2%	13.6%	11.9%	10.4%
Unweighted Frequency	962	269	324	369
Weighted Frequency	962	385	320	257

## broken out by vote method

	Total	Vote Type			
		Early in person vote	Mail in vote	Election day	Will not vote
Liberal, Cameron	19.6%	19.8%	27.1%	18.4%	0%
PC, King	44.3%	51%	36.2%	37.5%	100%
Green, Bevan-Baker	19.2%	16.2%	21%	22.5%	0%
NDP, Neill	4.8%	4.8%	1.1%	5.3%	0%
Undecided	12.2%	8.3%	14.7%	16.3%	0%
Unweighted Frequency	962	524	45	392	1
Weighted Frequency	962	485	58	419	0

## If a provincial election were held today, how would you vote? (Decided voters)



## broken out by age, gender, and region

	Total	Gender			Age			Region			
		Male	Female	Other/Prefer Not to say	18-49	50-64	65+	Queens County	Charlottetown	Prince County	Kings County
Liberal, Cameron	22.3%	20.1%	24.6%	15.1%	22.2%	19.1%	25.9%	20.9%	29.1%	18.7%	22%
PC, King	50.4%	49.4%	51.5%	35.5%	45.7%	56.5%	50.4%	53.6%	44.8%	51.1%	51%
Green, Bevan-Baker	21.9%	25.4%	18.1%	44.7%	25%	20.6%	18.7%	23.6%	20.3%	21.7%	20.5%
NDP, Neill	5.4%	5.1%	5.8%	4.7%	7.1%	3.8%	4.9%	1.9%	5.8%	8.5%	6.4%
Unweighted Frequency	855	379	456	20	124	199	532	307	197	243	108
Weighted Frequency	855	413	426	6	341	260	244	276	205	262	102

## broken out by education and income

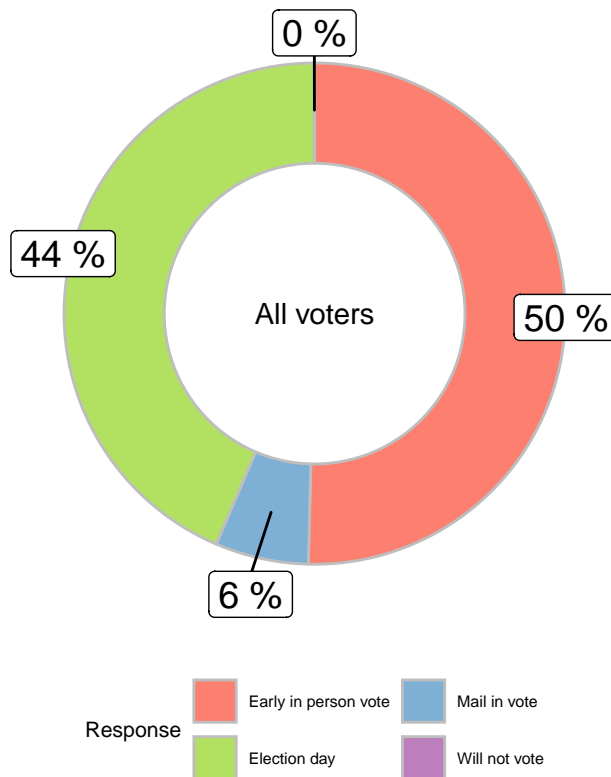
	Education			
	Total	Highschool or Less	College	University
Liberal, Cameron	22.3%	23.8%	19.4%	23.8%
PC, King	50.4%	54.9%	55%	38.1%
Green, Bevan-Baker	21.9%	16.1%	19.5%	33%
NDP, Neill	5.4%	5.2%	6%	5.1%
Unweighted Frequency	855	236	288	331
Weighted Frequency	855	333	282	231

## broken out by vote method

	Vote Type				
	Total	Early in person vote	Mail in vote	Election day	Will not vote
Liberal, Cameron	22.3%	21.6%	31.7%	22%	0%
PC, King	50.4%	55.6%	42.4%	44.8%	100%
Green, Bevan-Baker	21.9%	17.6%	24.6%	26.8%	0%
NDP, Neill	5.4%	5.2%	1.2%	6.3%	0%
Unweighted Frequency	855	486	38	330	1
Weighted Frequency	855	445	49	351	0



## Which way have you or will you cast your vote? (all voters)



## broken out by age, gender, and region

	Total	Gender			Age			Region			
		Male	Female	Other/Prefer Not to say	18-49	50-64	65+	Queens County	Charlottetown	Prince County	Kings County
Early in person vote	50.4%	48.5%	52.3%	47.1%	45.7%	51%	56.5%	54.1%	55.2%	47.3%	38.4%
Mail in vote	6%	5.3%	6.7%	3.9%	9.7%	1.6%	5.3%	3.8%	5.1%	6.6%	12.3%
Election day	43.5%	46.1%	41%	49%	44.6%	47.3%	38.1%	42.1%	39.6%	46.1%	49.3%
Will not vote	0%	0.1%	0%	0%	0%	0%	0.1%	0%	0.1%	0%	0%
Unweighted Frequency	962	414	522	26	143	218	601	338	227	269	128
Weighted Frequency	962	462	490	9	399	287	276	315	240	289	118

## broken out by education and income

	Total	Education		
		Highschool or Less	College	University
Early in person vote	50.4%	47.4%	56.4%	47.5%
Mail in vote	6%	6.3%	6.6%	4.9%
Election day	43.5%	46.4%	37%	47.5%
Will not vote	0%	0%	0%	0.1%
Unweighted Frequency	962	269	324	369
Weighted Frequency	962	385	320	257

## broken out by vote intention

	Total	Vote Intention				
		Liberal, Cameron	PC, King	Green, Bevan-Baker	NDP, Neill	Undecided
Early in person vote	50.4%	51%	59.1%	44.7%	58.3%	35.7%
Mail in vote	6%	8.9%	5.3%	5.3%	2%	6.1%
Election day	43.5%	40%	35.5%	50%	39.7%	58.3%
Will not vote	0%	0%	0.1%	0%	0%	0%
Unweighted Frequency	962	178	384	185	31	184
Weighted Frequency	962	176	395	169	31	192